

THE FOLLOW-UP: Localization Results That Grab Stakeholder Attention

Even when global companies achieve cultural relevancy, many don't understand how to effectively measure content.

But as your organization invests in new product markets, it's essential for executive board members and decision makers to understand **the value of your localization strategy**.

THE CAVEAT:

IT'S NOT EASY TO ATTRIBUTE INCREASED SALES OR REVENUE TO LOCALIZATION IN A PARTICULAR REGION.

To gain the necessary approval from all stakeholders—and, in turn, **foster increased revenues**—you'll need to define **a clear strategy for driving increased adoption**. **HERE'S HOW TO PROVE YOUR STRATEGY WORKS.**

By the way...

Before getting into quantifiable results in a particular region, **SET THE SCENE**.

It's important to note **the benefits localization offers beyond sales and revenue**:

REGULATORY COMPLIANCE	BRAND AWARENESS	NON-FINANCIAL ROI
In certain countries and industries, content localization may be a regulatory requirement. Investing in localization in these areas is a no-brainer.	Research shows clients prefer to buy from globally recognized brands. Localized content is critical to building awareness in emerging markets .	Aspects like customer satisfaction, customer retention, and brand awareness have a big impact on the lifetime value of customers.

What to measure and how

Now for the bottom line.

Which metrics are stakeholders interested in?

Companies with **transactional websites** are typically in a better position to track content impact directly through to a sale. For **non-transactional websites**, marketing attribution and econometric modeling are needed to give credit to specific digital channels and content pieces.

Many organizations are focused on reach and engagement as a proxy for content's commercial success, including metrics like downloads, video views, time on site, and brand perception. This highlights the **importance of measuring metrics through the following filters**:



Impact

Are your multilingual activities improving **awareness, interest, commitment, loyalty, and advocacy metrics**?



Coverage

Do you have sufficient data about local buyer personas to drive content that **resonates locally**?



Awareness

Is your content getting **noticed**?
Are people **engaged**?



Reach

Is the **right audience engaged** with your content?

In a recent [Econsultancy study](#), more than half of leading companies reported using completion rates, influencer, and social metrics (for example, shares, likes, and comments) to assess the performance of their content.

Get Started

Needless to say, **you can't measure the impact of localization activities until your content has been localized**.

If your organization is struggling with bandwidth, it's back to the drawing board—**but a partner can help**.

Once you have internal teams, processes, technologies, and stakeholder approval lined up, **consider third party services** that can offer advanced capabilities, manage a full suite of digital assets, and iron out any challenges you meet along the way.

You Might Enlist:

-  Translation services
-  Transcreation services
-  Video production
-  App localization
-  Advanced AI expertise

To learn about these and other capabilities global companies should adopt to compete, download our whitepaper [The Strategic Shift: Localization's Fast Track to Driving Greater Business Value](#).